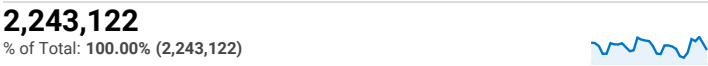


FEMA.gov Web Performance Metrics

Dec 1, 2021 - Dec 31, 2021

All Users
100.00% Sessions

Total Visits (Sessions)



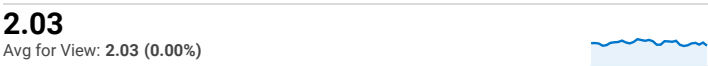
Avg. Visit (Session) Duration



Unique Visitors (Users)



Average Pages Per Visit (Session)



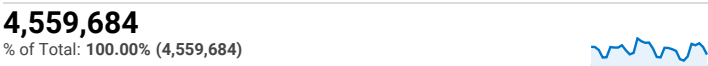
Average Time on Page



Bounce Rate



Pageviews



Sessions by Browser

Browser	Sessions
Chrome	1,056,044
Safari	759,954
Edge	183,541
Firefox	55,133
Safari (in-app)	47,182
Mozilla Compatible Agent	42,793

Top Pages

Page	Pageviews	Bounce Rate
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/	558,889	33.83%
/disaster/coronavirus/economic/funeral-assistance	399,065	45.23%
/flood-maps	194,145	22.54%
/disaster/coronavirus/economic/funeral-assistance/faq	138,234	68.35%
/disaster/declarations	109,803	19.37%
/careers/job-openings	69,080	35.67%
/assistance/individual	59,847	23.76%
/flood-maps/national-flood-hazard-layer	56,690	24.52%
/disaster/4630	52,293	42.67%
/disaster	50,698	17.93%

New vs Returning Visitors (Users)

User Type	Users
New Visitor	1,349,835
Returning Visitor	391,245

Pageviews by Source

Source	Pageviews
google	2,279,228
(direct)	1,216,290
bing	245,061
disasterassistance.gov	165,492
search.usa.gov	85,602
yahoo	53,166
duckduckgo	31,435
ctg-apps.intuitcdn.net	26,932
m.facebook.com	26,898
lnks.gd	26,557

FEMA.gov Search Performance Metrics

Dec 1, 2021 - Dec 31, 2021

All Users
100.00% Sessions

Visits to FEMA.gov

2,243,122
% of Total: 100.00% (2,243,122)



Visitors Used the Search Form on FEMA.gov

28,988
% of Total: 1.29% (2,243,122)



Total External Searches (Reported by Google)

Keyword	Organic Searches
(not provided)	767,010
(not set)	10,859
fema	743
FEMA	198
fema flood maps	135
fema.gov	71
federal emergency management agency	60
fema covid funerals	36
fema disaster assistance	34
fema funeral assistance	34

Top Internal Searches by Search Terms

Search Term	Total Unique Searches	Results Pageviews / Search
https://www.fema.gov/	1	1.00

Pageviews

4,559,684
% of Total: 100.00% (4,559,684)



Pageviews by Date

Date	Pageviews
20211213	251,175
20211214	225,189
20211216	212,613
20211215	210,144
20211229	206,123
20211227	200,138
20211228	187,486
20211209	187,365
20211201	172,722
20211206	171,078

Pageviews by Device Category

Device Category	Pageviews
desktop	2,658,603
mobile	1,829,387
tablet	71,694

Results Pageviews / Search by Search Term

Search Term	Results Pageviews / Search
https://www.fema.gov/	1.00

Q1 How would you rate your overall experience today?

Answered: 780 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	29.74%	232
Above Average	22.69%	177
Average	29.36%	229
Below Average	9.10%	71
Poor	9.10%	71
TOTAL		780

Q2 What information were you looking for today?

Answered: 780 Skipped: 0

ANSWER CHOICES	RESPONSES	
Disaster assistance: applying, checking my status, or learning more about assistance	24.36%	190
Employment or contracting opportunities	14.36%	112
Other	12.69%	99
Grants	10.00%	78
Flood maps	7.44%	58
Contact information	5.51%	43
Disaster declarations	5.00%	39
Information about FEMA	3.97%	31
Training	3.85%	30
Recovering from a disaster	3.33%	26
Forms or publications	2.69%	21
Flood insurance	1.79%	14
Preparing for a disaster	1.79%	14
Disasters (specifically, types of disasters)	1.03%	8
News	0.64%	5
Exercises	0.51%	4
Video	0.51%	4
Email, RSS feeds, or subscription services	0.38%	3
Photographs	0.13%	1
TOTAL		780

Q3 Were you able to complete the purpose of your visit?

Answered: 780 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	53.85%	420
No	46.15%	360
TOTAL		780

Q4 If you answered "No" to question 3, please select the option that best describes your difficulty.

Answered: 424 Skipped: 356

ANSWER CHOICES	RESPONSES	
Bad link	5.19%	22
Content wasn't easy to understand	25.71%	109
Error on page	5.19%	22
Multimedia/technical problem	4.95%	21
Other	53.07%	225
Outdated information	5.90%	25
TOTAL		424

Q5 Would you still return to this website if you could get this information or service from another source?

Answered: 780 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	83.21%	649
No	16.79%	131
TOTAL		780

Q6 Will you recommend this website to a friend or colleague?

Answered: 780 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	79.36%	619
No	20.64%	161
TOTAL		780

Q7 Which one of the following best describes you?

Answered: 780 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	15.90%	124
Disaster Survivor	20.00%	156
Emergency Managers and Personnel	5.13%	40
First Responder	6.67%	52
Government Official or Employee	7.05%	55
Home (Property) Owner	12.56%	98
Insurance Agent	0.64%	5
Job Seeker	11.41%	89
Media	0.51%	4
Other	14.49%	113
Student or Educator	5.64%	44
TOTAL		780

Q8 How was your experience finding your way around (navigating) FEMA.gov today?

Answered: 780 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	46.54%	363
Navigated to general area but couldn't find the specific content needed	16.67%	130
Other	10.51%	82
Links did not take me where I expected	7.18%	56
Had technical difficulties (e.g. error messages, broken links)	6.54%	51
Would often feel lost, not know where I was	4.49%	35
Too many links or navigational choices	4.10%	32
Links/labels are difficult to understand, they are not intuitive	3.97%	31
TOTAL		780

Q9 How was your experience using our site search?

Answered: 780 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	29.49%	230
Did not use search bar today	26.67%	208
Other	11.41%	89
Results were not helpful	11.28%	88
I was not sure what words to use in my search	7.69%	60
Results were not relevant to my search terms or needs	5.00%	39
Returned not enough or no results	3.59%	28
Results were too similar/redundant	2.44%	19
Returned too many results	2.44%	19
TOTAL		780